

Division of Vocational Rehabilitation
Program and Policy Analyst-Advanced
Position #032840

Position Summary

Under the general supervision of the Administrator of the Division of Vocational Rehabilitation, the incumbent serves as a key advisor for program and policy initiatives that have substantial impact on the division and those it serves. The incumbent manages key studies and projects and analyzes factors such as project and policy decisions affecting implementation of Division of Vocational Rehabilitation initiatives, programs, communications and operations. The incumbent provides management level liaison functions involving highly complex interactions and involvement with administrators, program managers, and other high level officials in government. The incumbent exercises significant discretion and independent judgement in the researching of, analysis of, and formulation of policy and program recommendations and their implementation.

The incumbent is responsible for providing statewide coordination of communications related to disability employment issues with the senior leadership team of the Division of Vocational Rehabilitation, the Office of the Secretary of the Department of Workforce Development, the public, the media, employers, key stakeholders, partners and staff. The position coordinates agency relationships with employers, communicates with the public regarding disability employment issues, develops and coordinates the agency's print media and social media and is responsible for internal communications.

Goals and Worker Activities

- 30% A. **Provide leadership, coordination, and management of major program initiatives to the DVR Senior Leadership Team**
- A1. Develop recommendations, policy options or courses of action to manage/direct implementation of policy decisions.
 - A2. Play a critical role in analysis and evaluation of policy and management issues related to program integration and building partnerships.
 - A3. Identify and apply innovative process improvements techniques to research, analyze, develop, implement and communicate new policies and procedures.
 - A4. Lead efforts and guide complex studies, policy analysis and evaluations relating to new complex initiatives.
 - A5. Play a key role in division efforts to create and establish proactive and responsive methods for analysis of strategies and business practices related to policy analysis and implementation.

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- 25% B. **Provision of liaison services and assistance to the Senior Leadership Team in the development of implementation strategies for key elements of the division's program, project and policy priorities. This involves defending agency decisions or strategies on sensitive issues affecting the public.**
- B1. Serve as a key advisor to the Division Administrator regarding major program and project initiatives.
 - B2. Oversee the activities of appropriate internal teams and partnerships related to division strategic priorities. Provide implementation strategies, timelines and evaluation guidelines for specific projects.
 - B3. Provide strategic planning services, including facilitation of strategic planning and plan drafting.
 - B4. Provide customer research services, and design and analysis of surveys.
 - B5. Provide high level liaison services with division, business community, including state business associations, department leaders, workforce boards, economic development leaders and the Governor's office.
 - B6. Develop extremely complex policies to implement major division initiatives related to division and departmental strategic directions.
- 20% C. **Develop and direct the Division's Media Strategy to promote employment for People with Disabilities and serve as Subject Matter Expert for DWD's Communication Strategy for People with Disabilities. Develop an annual outreach strategic plan in coordination with the DWD Secretary's office that promotes the hiring of people with disabilities and DVR's services.**
- C1. Develop and direct alternative and multi-tiered levels of communication strategies that include extensive use of social media to reach broad audiences of employers, job seekers, and stakeholders to promote the DVR services.
 - C2. Direct the variety of media tools to promote DVR services including: print material, promotional videos, media information kits for press events, publications and other printed material.
 - C3. Develop and direct outreach efforts that promote the broad scope of services to Employers through press events, promotional videos, themed media events, social media and printed materials.

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- C4. Develop the materials, including scripts for radio and TV, press talking points, social media messages, Web page promotional material, op-ed articles, press releases, media advisories, PowerPoint presentations, speeches and other materials as needed by the Division Administrator and DWD Secretary.
- C5. Develop other methods of communicating with employers, employer associations and chambers of commerce including brochures, newsletter, training materials, presentations, etc.
- C6. Participate in the planning and implementation of new programs and procedures, including communicating with and educating staff about how new programs will affect service delivery.

15% D. **Direct communication activities with the public regarding issues concerning people with disabilities and employment to improve attitudes toward people with disabilities**

- D1. Utilizing research information and knowledge of issues of people with disabilities, develop public communications to increase the general knowledge of the public on these issues.
- D2. Provide a public point of contact for organizations and groups who seek to have general information concerning employment issues for people with disabilities.
- D3. Develop other methods for dissemination of information such as brochures, business appearances, videos, display booths, education programs etc.
- D4. Develop communication materials for Congressional delegation, state legislators and other key stakeholders regarding the DVR program
- D5. Research and develop presentation materials, using methods such as PowerPoint, for DVR Management presentations to various organizations and general public.
- D6. Serve as Point of Contact for responses for the Governor, DWD Secretary, or DVR Administrator to legislators, various organizations, or general public on DVR issues.

10% E. **Direct DVR internal communications**

- E1. Develop and distribute the DVR newsletter.

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- E2. Develop the DVR Annual Report in conjunction with the WRC and DVR Administration.
- E3. Develop content for required or requested program reports which highlight or summarize major achievements and activities of the year.
- E4. In conjunction and coordination with DVR senior leadership and DVR policy analysts, develop communications for internal use regarding new service delivery strategies and programs.
- E5. Educate staff about the Division's Limited English Proficiency obligations and available resources and monitor the agency's compliance.

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Knowledge, Skills and Abilities Required:

- Extensive knowledge of policy and program analysis, development and implementation.
- Ability to plan, manage and coordinate the development of major policies and initiatives.
- Knowledge of vocational rehabilitation laws, rules, policies, procedures, systems and issues.
- Knowledge of research analysis methods and techniques, and the ability to evaluate the impact of policy initiatives on the State of Wisconsin, program participants and the agency.
- Knowledge of strategic planning principles and methods as they relate to policy development and implementation.
- Excellent verbal and written communication skills.
- Knowledge of state and federal processes (e.g. congressional processes, rulemaking etc.).
- Strong computer skills (e.g., Microsoft Office)
- Effective liaison and networking skills.
- Skill in preparing written reports and conducting oral presentations.
- Ability to analyze and address program effectiveness and efficiency.
- Effective leadership skills.
- Ability to maintain effective interpersonal relationships with a variety of people at different levels both within and outside the organization.
- Knowledge of theories, principles, and processes of program planning and evaluation.
- Skill in writing technical and management reports.
- Ability to analyze, plan and lead a major policy related activity.
- Knowledge of policies and procedures to implement programs.
- Project management skills.
- Knowledge of resources available for employment of people with disabilities.
- Skill in development of public information materials.
- Skill in design layout.
- Knowledge of communication resources such as radio, TV, newspaper.
- Ability to represent the employment concerns of people with disabilities.
- Ability to influence others.
- Ability to prepare materials for dissemination to a wide variety of audiences.
- Experience in making public presentations.
- Ability to establish effective working relationships with internal and external groups.
- Knowledge of the impact of disability and the advocacy community.
- Ability to mediate and negotiate on contentious issues

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Special Requirements:

- Ability to travel statewide.

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